

2018 CONVENTION SPEAKERS



Beth Rose

Rocking the 3 R's: Real Estate, Revenue, and Relevance

— Beth Rose, CAI, AARE, AMM, 2016 IAC Women's Division Champion

As a real estate veteran and one of the top Realtor Auctioneers in her area, Beth will show you how to not only train your market to use the auction method of marketing as a first resort, but also how to break into new markets to diversify. She will give you the tools and training to be a top producer, excel with real estate auctions and leverage every aspect of the transaction! If you want to be at the TOP of your game and sell real estate at auction then this informative seminar will help you increase your income substantially!



Bobby D. Ehlert

How to Create Your Value as a Professional Benefit Auctioneer...And How to Charge For It

— Bobby D. Ehlert, CAI, AMM, BAS, and Erin Ward, CAI, BAS

In this session, attendees will identify their value as a Professional Benefit Auctioneer, assisting nonprofits to maximize their special event fundraising revenues and experience, learn ways to market this value and how to charge on the value provided. One will walk away with items to create a new revenue stream for their auction business.



Erin Ward

Creating a Fantastic Customer Experience

— Tim Keller, CAI, CES, AMM

It doesn't take much to make your business stand out. Together, we will explore innovative ideas to building your business by enhancing the customer's and client's experience. The customer may not always be right, but they are always the customer. The experience we create for them can bring tremendous returns for our companies.



Tim Keller

Social Media for Increased Revenue

— John Schultz, AMM

In this session, John will introduce you to current consumer trends that significantly impact the traditional auction marketing methods. With this understanding of consumer trends, John will take you hands on through an effective marketing campaign that is data driven, predictive, disruptive, and maximizes prices.



John Schultz